

Application Serial No. 09/885,793 Filed June 19, 2001

REMARKS

Claims 1-64 are pending.

In the present Office Action, claim 1-68 stand rejected under 35 102(e) as being anticipated by newly cited reference U.S. Patent No. 6,240,555 (hereinafter "Shoff"). Applicant has reviewed the new reference, but believes the currently pending claims to be patentably distinguishable. Accordingly, Applicant respectfully traverses these rejections and requests reconsideration.

Applicant appreciates the examiner's consideration in examining the claims. However, it appears particular claims have been overlooked and not examined. For example, claims 3 and 36 recite features which are not addressed in the present office action. Accordingly, Applicant believes the present Office Action to be incomplete as required by MPEP 707.07. Should the examiner believe the present application is not in condition for allowance, Applicant requests a further Office Action which addresses at least the above subject matter and affords the Applicant an opportunity to respond.

In the present office action, it is suggested that newly cited Shoff discloses all of the features of claims 1-68. However, Applicant submits each of the independent claims recite features which are not disclosed or suggested by Shoff. In the Office Action, the "icon" of Shoff is equated with the script which is recited in the claims. However, the icon and script are not equivalent.

For example, claim 1 recites a method which includes "providing automated input corresponding to said opportunity, wherein said automated input is provided by a script in lieu of said user input." While Shoff discloses an icon may be presented which to inform a viewer that a program is interactive compatible, Shoff does not disclose the icon provides automated input corresponding to the opportunity, in lieu of user input. Rather, the icon merely indicates a program is interactive compatible and responsive to

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user input supplemental content may be provided via an Internet browser. For example, Shoff discloses:

"At this point, there are several ways to initiate viewing the supplemental content. One approach is to permit the viewer to selectively activate the interactive mode (i.e., the "viewer activate" branch from step 160). The viewer may know that the program is interactive compatible by checking a newspaper listing or other program guide. Another way is to have the viewer computing unit display an icon or other indicia on the screen to visually inform the viewer that the program is interactive compatible (step 162 in FIG. 6).

As long as the viewer does not activate the icon 204, the viewer computing unit continues to receive the video content program over the selected channel and display that program alone, without any supplemental content (steps 166 and 168 in FIG. 6).

If the viewer decides to enter into an interactive mode, the viewer employs a remote control handset, mouse, keyboard, or other mechanism to actuate the icon 204. This causes the browser 106 to start the target resource located by the target specification listed in the EPG data structure (step 170 via the "yes" branch from step 164)." (Shoff, col. 9, lines 30-58).

Consequently, a viewer may simply activate an interactive mode without prompting, or a viewer may activate interactive mode responsive to prompting by an icon. However, this disclosure of Shoff does not teach or suggest the icon provides automated input corresponding to the opportunity, in lieu of user input.

In addition, Shoff discloses an automatic procedure whereby supplemental content is automatically provided in response to the launching of the Internet browser. For example,

"As an alternative, the supplemental content can be automatically displayed in response to launching the Internet browser." (Shoff, col. 3, lines 2-27).

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However, again, this disclosure of Shoff regarding automatically providing supplemental content does not teach the icon provides automated input corresponding to the opportunity, in lieu of user input. For at least the above reasons, Applicant believes each of the dependent claims to be patentably distinguishable from the cited art.

In addition to the above, the dependent claims recite additional features which are nowhere disclosed by the cited art. For example, as noted above claims 3 and 36 are nowhere addressed in the present Office Action. Applicant submits the features of these claims are nowhere disclosed or suggested by the cited art. Further, while it is suggested that the features of claims 8 and 9 are disclosed by Shoff, Applicant can find no disclosure of a queue or of storing the input in a message queue, or any such disclosure. Further, claim 10 recites that the script provides automated input to cause the display of the added content – and this input which is provided further indicates a level of added content to be provided. In Shoff, there is no such disclosure. While col. 5, lines 12-52 of Shoff are cited as disclosing these features, Applicant finds no such disclosure.

Applicant believes the application to be in condition for allowance. However, should the examiner believe issues remain, the below signed representative would greatly appreciate, and requests, a telephone interview at (512) 853-8866 to facilitate a speedy resolution.

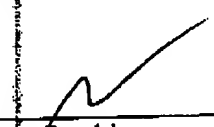
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CONCLUSION

Applicant submits the application is in condition for allowance, and an early notice to that effect is requested.

If any extensions of time (under 37 C.F.R. § 1.136) are necessary to prevent the above referenced application(s) from becoming abandoned, Applicant(s) hereby petition for such extensions. If any fees are due, the Commissioner is authorized to charge said fees to Meyertons, Hood, Kivlin, Kowert, & Goetzel, P.C. Deposit Account No. 501505/5266-03400/RDR.

Respectfully submitted,



Rory D. Rankin
Reg. No. 47,884
ATTORNEY FOR APPLICANT(S)

Meyertons, Hood, Kivlin,
Kowert, & Goetzel, P.C.
P.O. Box 398
Austin, TX 78767-0398
Phone: (512) 853-8800

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